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Soc 4-01-3 Venezuela (Radio Caracas
Caracas Television)

Pees Espina; Amalia

~~Doc 4-01-4~~ Screen Gems

Soc 4-01-4 Screen Gems

Screen Gems Eyes Venture In Caracas TV

Special to The Latin American Times

Amalia Espina, formerly television manager of Radio Caracas and Caracas Television in Venezuela, has joined Screen Gems, Inc. of New York in a partnership to construct and operate a television station at Caracas. Espina also will serve as general manager of the television station, Channel 11. Caracas presently has four commercial channels and a government-owned station.

The new enterprise is the first foreign broadcasting venture initiated by Screen Gems, and the second Spanish language station it has inaugurated. In 1962 the company acquired WAPA-TV at San Juan, now ranked as the first Puerto Rican channel. A new tower is under construction to carry its signal to about three-fourths of the island.

Ground was broken this week for the Caracas tower which will be erected in the mountains surrounding the Venezuelan capital. Eventually it will be expanded to reach by microwave to Valencia and subsequently will be expanded to national network proportions to serve the entire country. Caracas is inhabited by about 1,500,000 with approximately 300,000 television sets in use.

The establishment of the Venezuelan station with Espina as partner, marks the latest expansion of broadcasting activities by Screen Gems, now operating its own stations in New Orleans and Salt Lake City. Norman Louvain, vice president of the Broadcasting Division of Screen Gems described it as another step in the company's policy of growth and diversification.